



5th INTERNATIONAL QUALITATIVE RESEARCH CONVENTION
7th – 9th December 2009
Qualitative Research Association of Malaysia (QRAM)

5th QRC
QUALITY IN QUALITATIVE RESEARCH: STANDARDS AND BEST PRACTICES

WORKSHOP 1:
GROUNDED THEORY IN PRACTICE –
FROM DATA COLLECTION TO DATA PRESENTATION
7th December 2009

Facilitator: **Professor Alma Whiteley, Curtin Business School,
Australia**

Target Participants

Managers who need to know the 'inside story' of issues in their organisations. Leaders who need to secure the commitment of employees but do not quite know the issues. Researchers who are interested in researching social and relational issues. Researchers who know the theory but do not have much experience with practice.

The purpose of the workshop is to demystify the qualitative research approach. Why are people uncooperative? What are the most important issues that could enhance or damage commitment? What might be the barriers and enablers when a change program is introduced? Why do leaders think they are engaging with employees but the employees think they are not? Such questions need a qualitative investigation. We will take participants through the grounded theory process from the first set of activities which is the familiarisation process and interesting data collection methods suited to qualitative research.

Objectives

1. To lead participants through the systematic data analysis process, taking participants through theoretical sampling, coding and categorisation, constant comparison, explaining the terms as we go.
2. To go from there to the production of network maps ready to go into a document or report.

Sessions

9am -10.30am	Scoping the study, the familiarisation process.
11am -1pm	Planning the interview and other data collection methods
2am -3.3pm	Data analysis in practice.
4am - 5.30pm	Network maps and presentation of data



5th INTERNATIONAL QUALITATIVE RESEARCH CONVENTION

7th – 9th December 2009

Qualitative Research Association of Malaysia (QRAM)

Suggested Readings:

Whiteley, A. M. (2004). "*Grounded Research: A Modified Grounded Theory for the Business Setting*," Qualitative Research Journal **4**(1): 27:48.

Whiteley, A. M. (2005). "Rules as Received Practice: Historical Perspective and Implications for Managers." Journal of Management History **12**(1): 53-70.